



*The future belongs to the nation that best educates its citizens—and my fellow Americans, we have everything we need to be that nation.*—President Barack Obama

Everyone is college material. College.gov conveys that postsecondary education is an achievable goal for anyone, regardless of income, ethnicity, age or gender. This unique Web site motivates students with inspirational stories and information about planning, preparing and paying for college. With students' input and participation, College.gov was created for high school students and their families as a comprehensive online resource with the help and tools students need to get started.

### **Identifying the Benefits of More Education**

Millions of high school graduates are discouraged from pursuing education beyond high school. This has a significant impact on their future—and America's future economic prosperity. About 90 percent of the fastest-growing jobs will require some postsecondary education. Without proper information and support, students may not realize the benefits of higher education, and the nation may never realize the benefits of their talents.

### **Expanding Accessible Information**

The Department of Education is committed to expanding the accessibility, affordability and accountability of higher education for more Americans. The Department listened to students and families from across the country who expressed the need for a single source to deliver accurate and trustworthy information about postsecondary education in a user-friendly way.

### **Focusing on Students**

The site has three main goals:

1. Create and inspire hope that college is possible;
2. Engage students by building a site that they can relate; and
3. Inform, guide and activate students by giving them the tools and resources necessary to plan for and get to college.

### **Delivering Unique Features**

- Inspiring videos of college students sharing their stories and experiences as to how they overcame obstacles to achieve their college dreams
- Fresh design picked by students that boasts a non-government look-and-feel
- A feature which allows students to upload their own "I'm going" billboard to the home page
- An interactive tool for students to create an "I'm going" personalized roadmap which details the steps to take to get to college
- Content organized and presented in a way for students to easily find the answers to their higher education questions: Why Go? What to Do? and How to Pay?
- Links to valuable online resources, such as College Navigator (school search site), *Free Application for Federal Student Aid* (FAFSA) and FAFSA4caster